



**Child Protection Accountability
Commission (CPAC) &**

**Child Death, Near Death and
Stillbirth Commission (CDNDSC)**

Mandatory Reporting Outreach Campaign

CPAC and CDNDSC established a joint subcommittee charged with developing a comprehensive awareness media campaign to alert the general public to the magnitude of the problem of child abuse, their duty to report child abuse, and who the real dangers are to children.

The campaign's message, "**See the Signs, Make the Call,**" serves as a call to action and a reminder that ensuring the safety of our children is everyone's responsibility.

Campaign Purpose:



Share consistent, clear messages to the community about the mandatory reporting of child abuse (every Delaware citizen is required to report any suspected abuse of a child).

Publicize and provide greater exposure of the 1-800 report line number for abuse and neglect of children.

Educate the public on the signs of child abuse and neglect.

Campaign Activities to Date:



Developed a brand identity in two treatments. First, a full logo (top of page) to provide a clear message, institute a call to action, and offer access to support through phone and web. Second, a logo icon (left), which reinforces the concept of individual responsibility: One person, making one phone call, can save one life.

Secured a domain name (ISeeTheSigns.org) and created web space dedicated to better educating the public on the signs of child abuse and the ways people can reach out and support the children in their lives.

Recorded public service announcements, featuring DSCYF Secretary Vivian Rapposelli and AG Beau Biden, to highlight the purpose of the campaign and advertise the child abuse report line phone number. PSAs have run through paid media spots and can also be heard at ISeeTheSigns.org.

Secured advertising space at Frawley Stadium for one year and sponsored a community awareness night with the Wilmington Blue Rocks (June 7, 2011) to further the purpose of the campaign.

Trained over 10,000 professionals live and online since April of 2010 through four separate mandatory reporting training programs developed for physicians, nurses, law enforcement and the Department of Justice, as well as for general community and professional audiences.

How you can help:

We are forging partnerships with community organizations and corporate sponsors who support our efforts and can provide financial assistance to share our message across the State of Delaware through a comprehensive, annual outreach campaign that utilizes paid media, outdoor advertising, promotional materials and social media. A Protecting Delaware's Children charitable fund has been established to manage this initiative through the Delaware Community Foundation.

To donate, please visit the Delaware Community Foundation's website at www.delcf.org/make_donation.php or make checks payable to the Delaware Community Foundation and indicate that the donation is for the Protecting Delaware's Children Fund. Mail checks to:

Delaware Community Foundation
100 W. 10th Street, Suite 115
Wilmington, DE 19801